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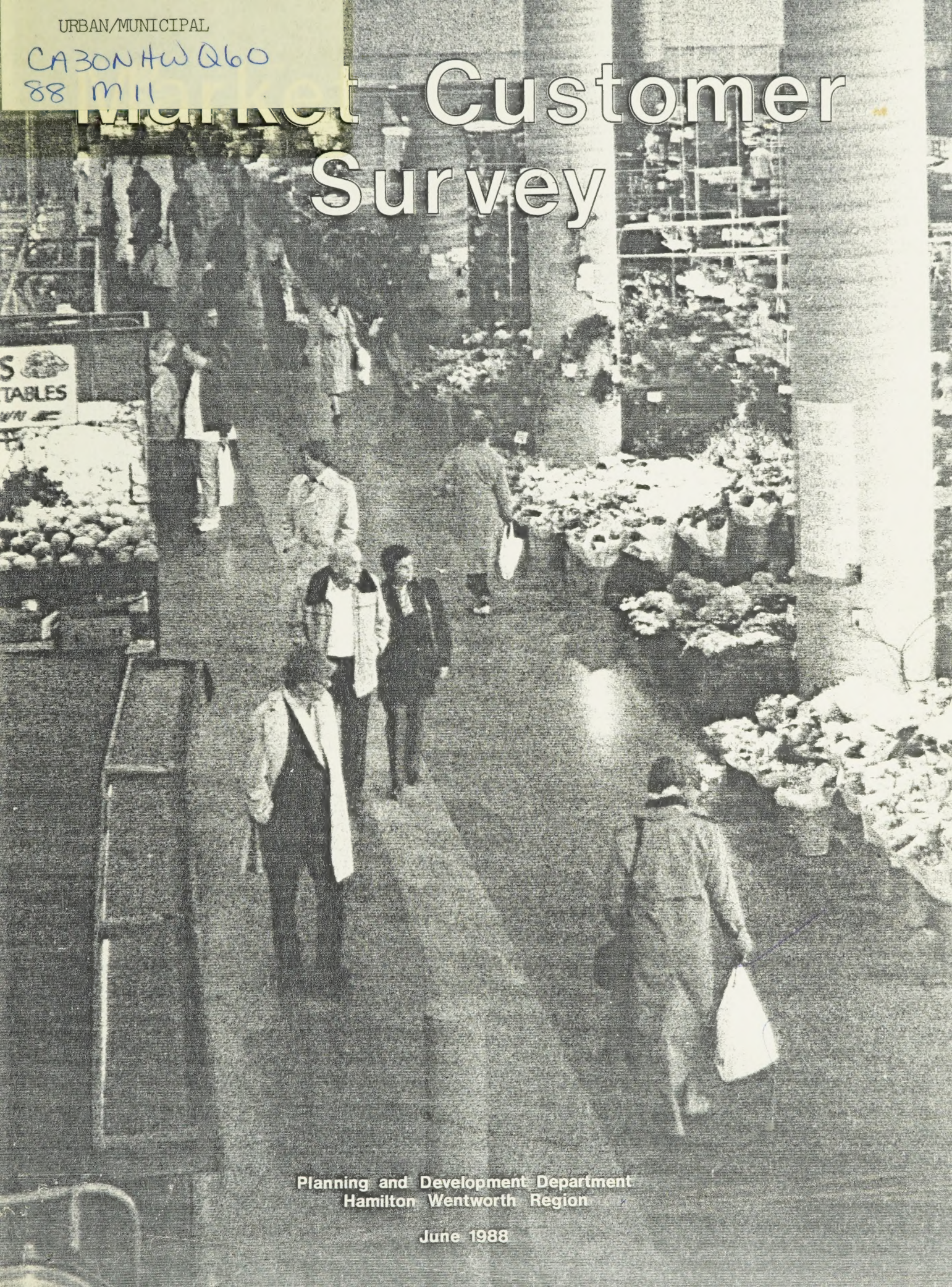
Market Customer Survey



Planning and Development Department
Hamilton Wentworth Region

June 1988

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SURVEY OF MARKET USERS

Prepared by the

Hamilton-Wentworth Planning and Development Department

for the City of Hamilton Executive Committee

April, 1988

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GOVERNMENT DOCUMENTS

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INTRODUCTION

In February and March of 1988, the Hamilton-Wentworth Planning and Development Department carried out a survey of customers of the Hamilton Farmers' Market. The objectives of this survey were to determine:

- How customers travel to the market;
- Where car drivers park;
- Changes in market usage since the Eaton's parking garage was replaced by the new parking structure on the north side of York Boulevard;
- Perceived advantages and disadvantages of the new parking structure;
- Overall level of satisfaction with the parking situation in the vicinity of the market.

This survey was carried out at the request of the City of Hamilton's Executive Committee. The market stallholders have expressed concern that the demolition of the Eaton's parking garage and its replacement by a new parking structure on the north side of York Boulevard has worsened the parking situation around the market, and consequently, has reduced market usage.

The survey was carried out in three stages: count of Market users; interviews with Market users; and analysis of results. The remainder of this report describes each of these three stages, and outlines the results obtained as a result of this work.

MARKET COUNT

The Market Count was carried out on four consecutive Market days: February 23, 25, 26 and 27. On these dates, the number of people entering the Market through each of the three entrances between 9:00 a.m. and 3:00 p.m. was identified. The actual count was carried out by students from Mohawk College, under the supervision of the Planning Department staff.

The purpose of the Market count was to determine the distribution of Market users by entrance and day over one "Market Week". This information was required to determine the distribution of interviews, in terms of location and date (see below).

The result of the Market Count are presented in Table 1. It is evident that Saturday is the most popular Market day, and that the mall entrance to the Market is used by the great majority of market users.

Table 1:
Result of Market Count (1)

	Entrance			
Day	Mall (%)	Parking Garage (%)	Arena (%)	TOTAL (%)
Tuesday, Feb. 23	4,535 (15.3)	1,048 (3.5)	330 (1.1)	5,973 (19.9)
Thursday, Feb. 25	5,322 (17.7)	1,071 (3.6)	362 (1.2)	6,765 (17.7)
Friday, Feb. 26	4,038 (13.4	1,012 (3.4)	292 (1.0)	5,342 (17.7)
Saturday, Feb. 27	8,091 (26.9)	2,872 (9.5)	1,086 (3.6)	12,049 (40.0)
TOTAL	21,986 (72.9)	6,003 (19.9)	2,070 (6.9)	30,129 (100.0)

Note: (1) Count of people entering the market from 9:00 a.m. to 3:00 p.m. each day.

INTERVIEWS WITH MARKET USERS

Interviews with Market users were held on March 1, 3, 4 and 5, the Market days of the week following the Market count. As with the count, the interviews were carried out by Mohawk students under the supervision of the Planning Department staff.

A total of 750 interviews were completed. Table 2 outlines the distribution of these inteviews by day and entrance. These figures are based upon the results of the Market count (see Table 1). The greatest proportion of the 750 interviews were carried out on Saturday, and at the Jackson Square entrance.

For each interview, the interviewer asked the respondent a series of questions, in order to complete the questionnaire developed for this survey. This questionnaire is attached as Appendix "A".

Table 2

Distribution of Interviews (1)

Day	Entrance: Mall	Parking Garage	Arena	TOTAL
Tuesday, Feb. 23	115	26	8	149
Thursday, Feb. 25	132	27	9	168
Friday, Feb. 26	101	25	7	133
Saturday, Feb. 27	201	72	27	300
TOTAL	549	150	51	750

Note: (1) Distribution based on the figures in Table 1.

ANALYSIS OF RESULTS

The third stage of the survey involved the analysis of the results of the interview. This work was carried out by Planning Department staff, and involved tabulating the results from the interview forms.

Ways of getting to the Market

The first questions in the survey asked respondents how they arrived at the market.

As outlined in Table 3, slightly under half (46.3%) drove to the market. Of the remainder, 26.8% walked and 25.2% took the bus.

Those customers who entered the market by the Mall Entrance were less likely to have driven to the market than those who entered by the Arena or Parking Garage entrances. This likely is a reflection of several factors, including:

- more parking is available in the areas adjacent to the two north entrances (the new parking structure, surface lots, on-street parking);
- most of the people within walking distance of the market live to the south of the Downtown. These people likely would reach the market through Jackson Square;
- While people getting off the York, Barton and Bayfront buses probably would enter the market through the two north entrances, people getting off other buses likely would reach the market through Jackson Square.

Table 3
Ways of Getting to the Market (1)

Response	Entrance: Mall (%)	Parking Garage (%)	Arena (%)	TOTAL (%)
Car	206 (37.5)	106 (70.7)	35 (68.6)	347 (46.3)
Bus	166 (30.2)	13 (8.7)	10 (19.6)	189 (25.2)
Walk	165 (30.1)	30 (20.0)	6 (11.7)	201 (26.8)
Other	12 (2.2)	1 (0.7)	0 (0.0)	13 (17.3)
TOTAL	549 (100.0)	150 (100.0)	51 (100.0)	750 (100.0)

Note: (1) From Question 1 of the survey.

Where market customers park

Question 2 of the survey asked those respondents who drove to the market where they parked.

Table 4 reveals that the greatest number (28.0% of the total) made use of the numerous parking lots in the vicinity. Slightly less than a quarter (23.9%) used the new parking structure, while almost as many (23.1%) parked on the street. Only 10.4% used the parking garage beneath Jackson Square.

As might be expected, the new parking structure parking was more popular among those people who entered the market through the parking garage entrance: 37.8% of the people who drove to the market and who use this entrance make use of the new parking structure.

Table 4
Where Market Customers Park (1)

Response	Entrance: Mall (%)	Parking Garage (%)	Arena (%)	TOTAL (%)
New parking structure	42 (20.4)	40 (37.8)	1 (2.9)	83 (23.9)
Surface lots	55 (26.7)	22 (20.9)	20 (57.1)	97 (28.0)
On the street	44 (21.4)	28 (26.4)	8 (22.9)	80 (23.1)
Jackson Square	31 (15.5)	4 (3.8)	1 (2.9)	36 (10.4)
Other	34 (16.5)	12 (11.3)	5 (14.3)	51 (14.7)
TOTAL	206 (100.0)	106 (100.0)	35 (100.0)	347 (100.0)

Note: (1) From Question 2 of the survey.

Changes in market usage

The survey's third question asked those respondents who drove to the market whether their usage of the market has increased, decreased, or remained the same since the Eaton's parking garage was replaced by the new parking structure on the north side of York Boulevard.

Table 5 indicates that 10.7% use the market less often since the new parking structure was built. This is greater than the 4.5% who use the market more often. The great majority (84.8%), however, use the market about the same.

Table 5
Changes in Market Usage since the
New Parking Structure was Built (1)

Response	Entrance: Mall (%)	Parking Garage (%)	Arena (%)	TOTAL (%)
Less often	26 (12.6)	8 (7.5)	2 (5.7)	36 (10.1)
More often	13 (6.3)	2 (1.9)	0 0.0)	15 (4.3)
About the same	167 (81.1)	96 (90.6)	22 (62.9)	285 (82.1)
No comment	0 (0.0)	0 (0.0)	11 (31.4)	11 (3.2)
TOTAL	206 (100.0)	106 (100.0)	35 (100.0)	347 (100.0)

Notes: (1) From question 3 of the survey.

Attitudes of the new parking situation

Questions 4 and 5 of the survey asked those respondents who drove to the Market whether they see advantages and/or disadvantages resulting from the Eaton's parking garage being torn down and being replaced with the new parking structure on the north side of York Boulevard.

As seen in Table 6, a significantly greater proportion of the sample see problems with the new parking situation at the market than see benefits. The only exception to this pattern is among those entering the market through the parking garage entrance. A greater proportion of these individuals see problems with the new parking situation, but an even greater number identify advantages. Given that the people who use the parking garage entrance are more likely to use the new parking structure, this would seem to indicate that the people who do park there are more able to see advantages to the new situation.

Table 6
Attitudes to the New Parking Situation (1)

Response	Entrance (2) Mall (%)	Parking Garage (%)	Arena (%)	TOTAL (%)
Drivers seeing problems	90 (43.6)	58 (54.7)	13 (37.1)	161 (46.4)
Drivers seeing benefits	43 (20.9)	42 (39.6)	2 (5.7)	87 (25.1)
Total number of drivers	206 (100.0)	106 (100.0)	35 (100.0)	347 (100.0)

Notes: (1) From questions 4 and 5 of the survey.

(2) Some respondents may identify both advantages and disadvantages.

Table 7 outlines the specific disadvantages identified by respondents. The disadvantage noted most often was the cost of using the new parking structure. Inconvenience, resulting from having to cross York Boulevard and/or having to be exposed to inclement weather, was the second most common disadvantage.

Table 7
Disadvanatages to the New Parking Situation (1)

Disadvantage	Frequency	% of Drivers (2)
Expense of using the new parking structure	96	27.7
Inconvenience of using the new parking structure	52	15.0

Notes: (1) from question 5 of the survey.
(2) many of the 45.8% of drivers who saw problems with the new parking situation would not identify specific disadvantages.

Table 8 outlines the specific advantages identified by respondents. The advantage cited the most often is the increased convenience of the new parking structure. The second most common advantage is the greater number of parking spaces which are available. It is arguable, however, that the first of these is based on certain individuals misunderstanding the question. It is difficult to determine in an objective fashion any ways in which the new parking structure is more convenient than the old Eaton's garage for market customers, beyond the fact that the former has more parking spaces.

Table 8
Advantages to the New Parking Situation (1)

Advantage	Frequency	% of Drivers (2)
More spaces in the new parking structure	19	5.5
Convenience of using the new parking structure	27	7.8

Notes: (1) from question 4 of the survey.
(2) many of the 25.1% of drivers who saw benefits with the new parking situation would not identify spefific disadvantages.

Overall attitude to the parking situation at the market

The final question of the survey asked respondents to rate the parking in the vicinity of the market on a scale ranging from "very good" to "very poor".

Table 9 shows that there is a wide range of opinions on this question. While the greatest proportion of respondents (31.7%) believe that parking in the vicinity of the market could be considered "fair", significant numbers (25.1 and 18.0% respectively) believed the parking situation to be "good" or "poor".

Those market customers who use the parking garage entrance are the ones most satisfied with the current parking situation. Of this group, 42.7% consider the parking situation to be "very good" or "good", compared to 30.8% of all respondents. This likely is a reflection of the fact that those respondents who drove to the market and who used the parking garage entrance are more likely to see benefits to the new parking situation than respondents who drove and used the other entrances.

Table 9
Overall Attitude to Parking at the Market (1)

	Entrance			
	Mall	Parking Garage	Arena	TOTAL
Response	(%)	(%)	(%)	(%)
Very good	25 (4.6)	16 (10.7)	2 (3.9)	43 (5.7)
Good	124 (22.8)	48 (32.0)	16 (31.4)	188 (25.1)
Fair	177 (32.2)	45 (30.0)	16 (31.4)	238 (31.7)
Poor	107 (19.5)	21 (14.0)	7 (19.6)	135 (18.0)
Very Poor	51 (9.3)	10 (6.7)	5 (9.8)	66 (8.0)
No Comment	65 (11.8)	10 (6.7)	5 (9.8)	80 (10.7)
TOTAL	549 (100.0)	150 (100.0)	51 (100.0)	750 (100.0)

Note: (1) from Question 6 of the survey.

Table 10 compares the attitudes to the parking situation of those respondents who drove to the market compared with those who did not.

- o A far greater proportion of non-drivers have no comment. The likely explanation for this is that many of the non-drivers have rarely or never parked at the market (either because they live close by, or else do not have access to an automobile), and therefore, have never considered the availability of parking.

- o Drivers appear to be more satisfied with the parking situation at the market than non-drivers. A total of 40.4% of respondents in the former group considered the parking to be "good" or "very good", compared to 22.5% of non-drivers. There are two possible explanations for this phenonomen: (i) non-drivers believe the parking situation to be worse than it really is; or, (ii) those who do drive to the market are more "accepting" of the existing situation than non-drivers.

Table 10
Attitudes to the Parking Situation at the Market: Drivers vs. Non-Drivers (1)

Response	Type of respondent	
	Drivers	Non-Drivers
	%	%
Very Good	27 (7.8)	16 (3.9)
Good	113 (32.6)	75 (18.6)
Fair	107 (30.8)	131 (32.5)
Poor	52 (14.5)	83 (20.6)
Very Poor	35 (10.1)	31 (7.7)
No Comment	13 (3.7)	67 (16.6)
TOTAL	347 (100.0)	403 (100.0)

Note: (1) from Question 6 of the survey.

APPENDIX "A"

MARKET CUSTOMER SURVEY

P5-2-21

1. How do you usually get to the market?

Go to Question 6

- Car _____
- Bus _____
- Walk _____
- Taxi _____
- Other _____

2. Where do you usually park your car?

- Jackson Square _____
- New Multi-Storey Car Park _____
- Surface Level Car Park _____
- On the Street _____
- Other _____

3. Since the multi-storey parking was moved across the street, do you shop at the market?

- Less often _____
- More often _____
- About the same _____

4. Since the multi-storey parking was moved across the street, do you find any advantages to the new situation?

- Yes _____
- No _____

If yes, what advantage(s)?

_____

_____

_____

5. Do you find any disadvantage(s)?

- Yes _____
- No _____

If yes, what disadvantage(s)?

_____

_____

_____

6. How do you rate parking for the market?

- Very Good _____
- Good _____
- Fair _____
- Poor _____
- Very Poor _____

Entrance Date Time Surveyor

APPENDIX "B"

SURVEY OF MARKET USERS

HIGHLIGHTS

- A little under half (46.3%) of market customers travel to the market by automobile.

- Of those who drive, 23.9% use the new parking structure on the north side of York Boulevard.

- Since the new parking structure was built, 10.1% of drivers say they use the market less often, compared to 4.3% who say they use the market more often. However, a significant majority (85.6%) say that they use the market about the same, or else have no comment.

- Of the drivers surveyed, 25.1% see advantages to the new parking situation; (i.e., the replacement of the Eaton's parking structure with the new structure on the north side of York Boulevard). The chief advantage identified is the greater number of parking spaces in the new structure.

- A greater proportion of drivers (46.4%) see disadvantages in the new parking situation. The main disadvantages are the cost of parking in the new structure, and the inconvenience resulting from having to cross York Boulevard to reach the Market.

- Overall, there is a wide variety of opinions with regards to the parking situation at the market. The greatest proportion (35.6%) responded "fair", but a significant number of respondents also answered "good" and "poor" (25.1% and 18.0% respectively).

- Among respondents with a definite opinion, those who drive are more satisfied with the parking situation than those who do not. A total of 40.4% of drivers responded "very good" or "good", compared to 22.5% of non-drivers.

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